

## Western Bank To Open Branch In Feeding Hills

WEST SPRINGFIELD — Western Bank and Trust Co. has received permission from the Massachusetts Board of Bank Incorporation to establish a branch office in Agawam at 1340 Springfield Street, according to an announcement by William A. Franks, Jr., president.

This will become Western Bank's second branch; it has one at 1000 Riverdale in West Springfield.

"Agawam is an active and growing community," Mr. Franks said, "and it is our aim to bring full banking services to the individuals and businesses that now are in the town, and those that will come in the years ahead."

Mr. Franks said Western Bank's branch will be part of the Village Shops, being erected on a site of almost six acres by Gino C. Piccin and Celeste D. Piccin, officers of the Venetian Bakery, whose fifth store will be located in the Village Shops. Clearing of the site will soon begin, with actual construction of the center to begin in the spring.

Aldo Viecegli is general contractor and Leon J. Pernice is the architect for the Village Shops.

Western Bank will, according to present plans, have approximately 1500 square feet in the Village Shops, Mr. Franks said. A drive-up window will be one feature of the new Western Bank branch, and there will be a staff of three.

Western Bank and Trust, which is now in its fifth anniversary year, already has assets of more than \$7 million, Mr. Franks said, "and the fact that we have grown at a rate exceeding \$1 million a year is a fine measure of acceptance by the people of the communities we serve. We are looking forward to becoming part of Agawam community life."

## Sportsmen's Show To Be Better Than Ever

Visitors to the 4th annual Mass. Sportsmen's and Boat Show, Jan. 19-21, in the Better Living Center, Exposition Park, West Springfield, Mass., will be introduced to a spectacular never before seen in this area.

Spread out in stunning array will be boats GALORE, 1968 models, ranging from the 8' Pram to the most luxurious 35' houseboat. In fact, three brand new models will be on display. Yes, the public will have the opportunity to inspect the largest selection of boats and motors ever assembled in this area.

Harold Callaghan, chairman of the show, has successfully banded together for the first time under one roof the marina and boat dealers in Western Mass.

Proudly displaying their 1968 models of boats and motors will be Bassett's Boat Company, Springfield; Brunell's Marina, South Hadley; Ezold's Marina, Holyoke; Ox Bow Marina, Easthampton; Pepin's Boat Center, Springfield; Fairview Home Supply — dealers in Chrysler engines; Lambert's Marina, Hampton Ponds, Westfield; and Saunders Boat Livery, Southwick, Mass.

The Sportsmen's and Boat Show will be larger and better this year. Sportsmen's Club display, saltwater beach buggies, campers and trailers, plus, tackle dealers exhibiting new 1968 gear and equipment which will be unveiled at this show.

This year's show will be the earliest ever held in Western Mass. and also the largest. It will feature hunting and fishing experts, sporting equipment of all kinds, slide and motion pictures and a series of delightful stage shows.

# THE

"The Heart Beat of the Town"

For the Fifteenth Year

# AGAWAM NEWS INC.

OVER 10,000 READERS

Agawam's First Newspaper Serving All The People

Vol. 15 No. 51

Agawam, Mass. - Thursday, December 28, 1967

5¢ per copy - \$1.00 per year



## The New Year Is Born

We wish all our readers a Very Happy New Year and we offer our prayer that 1968 will show us the road to Peace and sanity, and that God will Bless this land with Brotherhood and Love.

The Agawam News Staff

## Mentally Ill Patients Often Forgotten During Festive Days

There are 25,000 patients in Massachusetts state mental institutions who need the public's support, not only in the present Christmas season but throughout the year.

Our concern is not that these unfortunate people have been forgotten as in times past. On the contrary, there has been a magnificent outpouring of personal and community interest in the patients' welfare. But it seems that the needs of some patients and wards have been seriously overlooked in this busy holiday season.

The public needs to be reminded that gifts of clothing and other articles for the patients should be new or at least in the same condition as one would give one's own children. In many cases, these articles are unusable and in disrepair. As a result, they must be discarded.

People do not like to give their children used things and stuff that is of no value. Please think twice before unloading the dregs of your

attics or cellars on the state institutions. The patients deserve better than that.

The best thing the citizen can do to help brighten the life of the institutionalized mentally ill and retarded is to contact the volunteers' office of a hospital or school. Find out what the needs of the patients are and then proceed accordingly.

These may include arranging a party for a ward or a cottage of 25 or more patients, particularly where they are elderly and bedridden.

Inquire about patients' funds for gifts to be purchased in your name.

Most hospitals welcome clothes and cosmetics for the women patients; clothes, shaving, and other items for the men.

Many wards could use a library with newspaper and magazine subscriptions, books, radios, and countless other items.

We are reminded by the staff at Bridgewater Correctional In-

stitutional that its state hospital department would be interested in school textbooks at all levels for its education program. Also men's clothing is a great need there.

The passage of a law last year to provide a comprehensive program of community mental health services in the Commonwealth is beginning to upgrade the care and treatment of the mentally ill.

If we are going to have community effort in behalf of the mentally ill, let's have it in the most meaningful direction!

## Big E Will Open For 10 Days Next September

WEST SPRINGFIELD, Mass. — For the first time in its 46-year history the annual Eastern States Exposition will be a ten-day event, it was announced today by G. W. Wynne, general manager.

The 1968 fair will open on Friday at noon which is one day earlier than in previous years. Dates have been set for Sept. 13-22. Traditionally, the West Springfield Exposition has opened on the third Saturday in Sept. and operated a nine-day program.

The Big E opener has been designated as "Welcome, neighbor" day and will launch its program with a flag-raising ceremony in the fair's court of honor.

"We wanted to do something special for local fairgoers and those from neighboring communities," Wynne said.

"By opening on Friday, we can offer these families a preview of the Exposition, and at the same time, present additional free activities."

Wynne said that Exposition officials have already approved a reduced gate admission for this first day.

The fair will spotlight local and area bands, as well as talent and youth groups. Climax of the day's program will be a "no charge" all-star variety show in the coliseum. He said that he is presently negotiating with some of the top names in show business for the presentation which will feature family-type entertainment.

Wynne emphasized the fact that everyone is welcome to attend the Exposition on opening day. However, for local people and those from within a radius of 25 miles, the program will be particularly interesting.

Opening day of this year's Exposition drew a record crowd of 77,134. A total attendance of 625,617 set a new record for the Big E.

## ALA URGES 'SOBER SAM' FOR SAFETY

Boston — A simple card game called "Sober Sam" could provide some fun and safety for motorists attending New Year's Eve parties, the Automobile Legal Association (ALA) said today.

"The losers in this game could be the big winners, particularly on the highways after the party," Philip C. Wallwork, ALA safety director, said.

In the game, any one card, perhaps a joker, is designated as the losing card. The cards are shuffled and then dealt face up.

A player who is dealt the losing card is named a "Sober Sam" and is forbidden to drink any alcoholic beverages so that he can safely drive home the other party goers in his group.

Send in only \$1.00 and we'll put you on our mailing list for 1 year.

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# THE AGAWAM NEWS, INC.

Published Every Thursday  
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Elizabeth LeDuc, Owner

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FOR ADVERTISING CALL - 732-1495

## START THE NEW YEAR RIGHT

"Resolved, that I will begin a program of physical conditioning to make me feel better, look better and increase my chances for a longer, healthier life."

You could give yourself no better start in 1968 than to make — and keep — this New Year's resolution; not just for heart health but for all-round well-being. Unless you already walk several miles daily or otherwise provide yourself with moderate exercise every day, you will find the benefits of such a program enormous. Your muscle tone will improve rapidly, your circulatory system will grow stronger and more efficient, and you will find renewed energy and vitality.

Study after study indicates that the man or woman who keeps himself physically fit throughout life becomes ill far less often, and is better able to recover from even a serious illness than the less physically active person.

A good way to start is to walk instead of drive on those short errands to the post office, the newsstand, or to a restaurant for lunch. Use the stairs instead of the elevator or escalator for one or two flights. In addition, you will perhaps want to plan some special activity on a regular basis several times a week. In winter, skiing or skating outdoors; swimming or a gym workout indoors; in spring or fall golfing (without a golf cart) or gardening are excellent suggestions. And in summer, there isn't much to beat a regular swim. All year round you can hike, cycle or jog without need for costly equipment or special weather

a real live kitten  
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Better than Toys.  
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Joyous 1968



\*Happy New Year\*

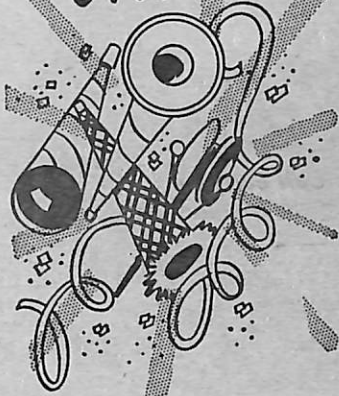
All the best to you  
from us in the  
coming year.



**METROPOLITAN  
LIFE INSURANCE CO.**

Lucien A. Durocher, Mgr.  
232 PARK STREET  
WEST SPRINGFIELD

New Year  
Cheer



We join the town in  
wishing you joy.

*Bob  
Cafe*  
386 WALNUT ST. EXT.  
AGAWAM

conditions.

If you have been mostly sedentary in recent years, and especially if you're over forty, it is wise to have a thorough physical check-up before embarking on your fitness program. Only your physician can determine just how much you can start with, and how rapidly you can build up to a full program. And, if you aspire to mountain climbing or tennis, be sure your doctor checks you out first.

The Massachusetts Heart Association also suggests these additional New Year's resolutions for heart health:

1. Resolved, to stop smoking cigarettes.
2. Resolved, to reduce to and then maintain normal weight for my size and age.
3. Resolved, to eat fewer saturated fats and cholesterol-rich foods.
4. Resolved, to have a thorough physical examination, and to follow my physician's suggestions for attaining and maintaining good health.

## Other Reasons For A New Year Toast

The birth of a New Year may seem — to many people — precious little reason for celebrating. As you tot up your Christmas bills, worry about your mounting fuel expenses, and ponder the world situation, you may reflect that if 1968 is going to be like 1967, who needs it?

But never fear. There are plenty of other excuses for celebrating on Jan. 1.

Birthdays are always cause for a party. J. Edgar Hoover, director of the FBI, was born Jan. 1, 1895. Instead of shouting "Happy birthday, J. Edgar!" (if you're not bugged, that is).

Other famous people have New Year's Day for their birthdays. Lorenzo de' Medici, patron of the arts and ruler of Florence, was born Jan. 1, 1449. Revolutionary patriot Paul Revere called Jan. 1, 1735, his birthday, and Revolutionary hero "Mad Anthony" Wayne was born on the same date, ten years later.

And though it may be unchivalrous to mention a lady's age,

flagmaker Betsy Ross came into the world Jan. 1, 1752.

There are plenty of other reasons for celebration. Haiti proclaimed its independence from France, Jan. 1, 1804. Abraham Lincoln issued the Emancipation Proclamation, Jan. 1, 1863. The Commonwealth of Australia was proclaimed Jan. 1, 1901. And the United States parcel post service began Jan. 1, 1913.

But don't let your party last long; not more than a week or

two. It was on Jan. 16, 1919, that the 18th amendment to the Constitution was ratified.

That's the amendment that prohibited the sale of alcoholic beverages.

After he has paid for the wedding, about the only thing a father has left to give away is the bride.

Young man wanted for  
a few chores around house.  
Sat. or Sun. mornings.  
Call 732-1495



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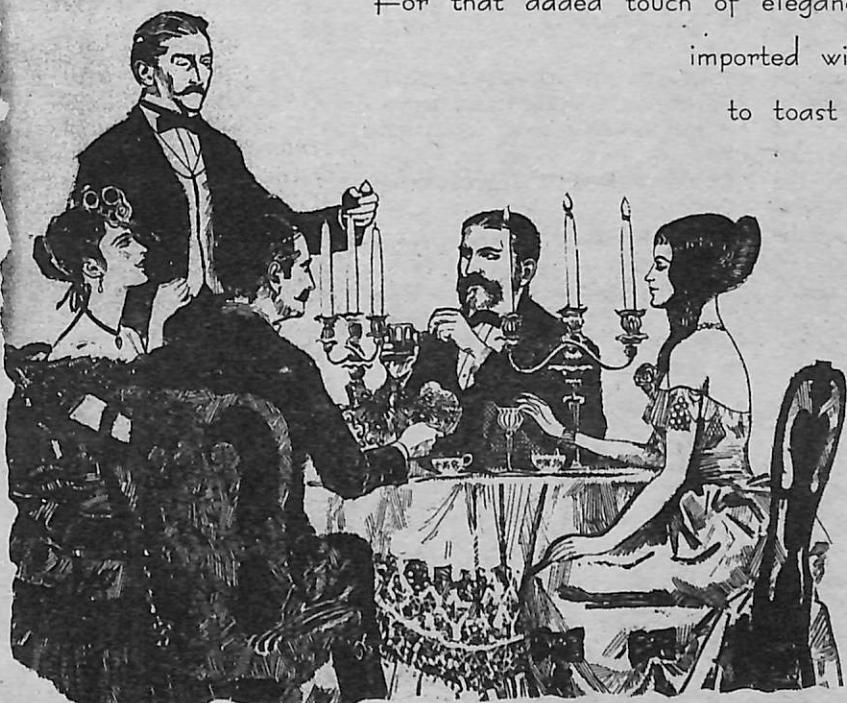


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to toast the New Year

and  
for  
free  
delivery,  
call

**733-6221**

**Central Package Store**

52 River Street  
Agawam



**SCHOOL MENUS**

JAN. 2 - 5, 1968

**PHELPS SCHOOL**

TUES.: gril, frkfrt, onbut, roll, rel, & must., cand, sweet pot., apl, crisp; WED.: spagh, w/mt, chse., & tom, sc., cab, sal, b&b, pnapl, tdbts.; THURS.: ov, bak, luch, mt., mash, pot., but, broc., b&b, apl.; FRI.: bak, bns, w/frkfrt, rings, tos, grn, sal, pean, but, sand., aplsc, ck.

**GRANGER SCHOOL**

TUES.: ju., frkfrt, onbut, bun, rel, & must., pot, chips, whole kern, crn., aplsc.; WED.: hmbgr, grvy., mash, pot., but, car, pean, but, sand., peaches, ju.; THURS.: tom, sp., chop, mt, & pick, sand., 1/2 hrdld, egg, cel, & car, stix, cook, frsh, frt.; FRI.: ju., mac, & chse, cab, & car, sal, b&b, frtd, Jello w/whip, top.

**PEIRCE SCHOOL**

TUES.: spagh, w/tom, & mt,

sc., but, peas & car, chse, cb, b&b, pnapl, tdbts.; WED.: orng, ju., bf, veg, stew, car, stix, but, hot chse, muf., choc, pud, w/top.; THURS.: mtbls, in sc., fluf, steam, ric., but, mix, veg, chse, or pean, but, sand., spic, prn, ck, w/but, ic.; FRI.: orng, ju., tuna salbts., but, grn, bns, pot, chips, pean, but, sand., aplsc.

**DANAHY SCHOOL**

TUES.: Italian spagh, w/mt, & tom, sc., but, grn, bns, chse, wedg, b&b, slic, peach.; WED.: ju., turk, rice sp, w/veg, turk, sal, sand, car, stix, prn, & pean, but, brown.; THURS.: mash, pot., rst, bf, & grvy., but, broc, b&b, pnapl, chnks.; FRI.: ju., toast, chse, sand., tos, sal, pot, chips, orng, blos, cof, ck.

**SO. ELEMENTARY SCHOOL**

TUES.: orng, ju., hmde, bf, stew w/veg., cel, stix, crack, pean, but, on rye brd., fresh orng, quar.; WED.: ju., steam, frkfrts, onbut, roll, must, & rel, but, spin, orng, ck.; THURS.: ju., home bak, hash, cat., but, yst, roll, but, krink, bts., brown.; FRI.: bak, mtls, lasagne, A.B.C. sal, but, Vienna brd., frt, cup.

**ROBINSON PARK SCHOOL**

TUES.: orng, ju., hmbgr, on but, roll, cat, but, car, chse, stix, rasin, pec, ck, w/frost;

WED.: shel, mac, w/mt, & tom, sc., but, French brd., but, grn, bns, pnapl, chnks.; THURS.: rst, bf, & grvy., mash, pot., but, broc, b&b, des.; FRI.: ju., piz, w/chse, & tom, sc., car, stix, pean, but, cook, frsh, frt.

**JUNIOR HIGH SCHOOL**

TUES.: hmbgr, & grvy., mash, pot., but, broc, choc, pud, w/top., b&b; WED.: bak, hm, w/pnapl, mash, pot., but, car, strwber, shrtck., b&b; THURS.: ju., hmbgr, on bun, grn, bns, pean, but, sand, frt, cup, cook.; FRI.: ju., grnd, (slic, mt, chse, let., & tom.), pick., pot, chips, des.

**HIGH SCHOOL**

TUES.: orng, ju., toast, lunch, mt, & chse, on roll, pot, chips, but, bns, pean, but, sand, peach, & prn.; WED.: orng, ju., hmbgr, on but, roll, French fries, cel, &



Harvey E. Lebeau, Reg. Ph.

Once there was little anyone could do to relieve the torment of allergy. But now, thanks to rapid advancements in medical science and drug research, we are learning to cope with it. Today your doctor can prescribe antihistamine drugs or administer desensitizing injections to control the sneezing, wheezing and itching that formerly posed such a health problem. A modest achievement? Not to those who suffer. It's another big step in the quest for new and better ways to relieve many of our human miseries. This is the value of modern drugs - protecting your health and reducing the cost of illness.

Protecting your health is our business. For all your prescription needs come to RYAN DRUG, 337 Walnut St., Tel. 734-4978. Free Delivery... Baby Needs... Rustcraft Greeting Cards... Sick Room Needs... First Aid Supplies... Candy... Cosmetics.

HELPFUL HINT: On cold days rub alcohol or salt water on the outside of your windows, then polish them with newspapers. Keeps windows defrosted.

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**NEW YEAR'S EVE Party 9:00**

FOR RESERVATIONS CALL 732-5830

\$6.50 Min. P.P. Food or Drink

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RIVER ST., NO. AGAWAM, 2 MIN. FROM AGA. SHOP. CENTER

**Happy New Year**

Say it with Flowers

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IN EVERY PRICE RANGE

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CELEBRATE NEW YEAR'S EVE

Open

7:30 - 12:15

games for all ages

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Fun for Everyone

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Open Every Eve - Wed. - Thru Sun.  
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734-3433

**New Year**

1968

And may each moment be a happy one...

**Soo's Chinese Restaurant**

344 ELM ST. WESTFIELD

**HAPPY NEW YEAR**

Please accept our warmest of wishes for a joyful holiday.



1968

**McDonald's**

WE WISH YOU A

**Happy New Year****Tisdell's Barber Shop**

709 Main St.

Agawam



### Put Financial House In Order, Is Advise of T-Men

Now is the time to put your financial house in order and get a head start on the income tax filing season which begins January 1.

William E. Williams, district director of Internal Revenue for Massachusetts, emphasized that cancelled checks, receipts, records of contributions and other financial records should be gathered now to help you prepare your 1967 Federal income tax returns.

Complete records help to insure that taxpayers do not overpay their taxes and also make the job of preparing the tax return easier.

Mr. Williams said that a copy of your 1966 return is one of the best guides for preparing your

1967 return. He also pointed out that through 1968, you should accumulate records and receipts to ease your tax filing job in the following year.

### 1968 REGISTRATION STICKERS MUST BE ON ALL CARS

The Registry of Motor Vehicles today issued a last-minute reminder that motor vehicles which do not display the 1968 registration validating sticker on the windshield cannot operate on the highways after midnight, December 31. The registration certificate should be in an easily accessible place.

Number plates are not enough after midnight, December 31—the new sticker must be in place on the upper center part of the windshield.

There are only a few days left—for your convenience, all registry offices will remain open until NOON on Saturday, December 30. The Boston Office and Brockton, Lowell, Lynn, New Bedford, Pittsfield, Springfield, and Worcester offices will remain open until 5 p.m. If you have to drive, get that new sticker and registration certificate NOW.

### MISS ROBBINS JOINS SHAW ASSOCIATES

Miss Judith Robbins of 233 Regency Park Drive, Agawam has joined Lewis A. Shaw Associates, Springfield public relations and advertising agency, as media director. In her new capacity, she will be responsible for media contacts and schedules, production coordination, and servicing agency accounts.

Miss Robbins has 12 years of experience in the advertising, public relations, fund raising and broadcast fields. Her past affiliations include the Charles Sheldon Agency, Mt. Snow Development Corp., Wesson Hospital's United Building Fund, Northeast Radio Network, Stations WNAC and WHDH, Boston, and Better Homes for Springfield, Inc.

She is a past president and director of Executive Secretaries, Inc. of Boston and a former secretary of the Springfield Advertising Club. She is a graduate of West Springfield High School and attended Westbrook Junior College in Portland, Me.

### TRINITY CHURCH SPONSORS FUN PROGRAM FOR CHILDREN

A mid-winter program for children will be offered in the recreational area of Trinity Methodist Church, 361 Sumner Ave., Springfield, Mass.

Beginning on Saturday, January 6, a program of gymnasium, arts

and crafts and swimming lessons, for youngsters 5 to 12 years of age, will be held for eight weeks. This will be a three hour program from 9 a.m. to 12 noon. Several "surprise activities" will be held throughout the eight weeks session.

Miss Pamela Green, of Wilbraham, a physical education major at Springfield College, will be in charge of the activities in the gym.

Mrs. Maurice Crafts, who has had many years of experience teaching Cub and Boy Scouts and their leaders, will direct the craft program. The regular Trinity Pool Staff, all Red Cross water safety instructors, will be on duty in the pool. All activities are planned according to the children's abilities.

An afternoon program of swimming lessons, on all levels from beginner to swimmer, will get under way on Saturday, January

6, from 12 to 3 p.m. Children from six years on up are eligible.



To all our friends,  
we wish the very best.

## 1968

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**Time Payments—Any Age**

**JOSEPH M. CHERNAIK**  
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**781-2073 734-8957**

**WE'RE GRATEFUL FOR OUR MANY FRIENDS,**

and we wish you all a Very Happy New Year

**MARCENO'S BARBER SHOP**

332 WALNUT ST. AGAWAM

**new year's eve**

**OPEN HOUSE**

**Happy New Year**

**THIS WAY . . .**

**for the Happiest, Liveliest, Fun-filled NEW YEAR'S EVE CELEBRATION!**

Here you'll really have a terrific time welcoming Young Mr. 1968

**The Squires**

**Restaurant & Lounge**

15 KING ST. - AGAWAM

**737-2113**

*Joy to All*

A gift of bountiful joy this New Year... 1968

**LARRY'S BARBER SHOP**

Lawrence L. Champagne, Prop.

32 River Rd., Agawam

*Season's*

**Breetings**

1968

For your patronage during the past year, we thank you sincerely. And for the New Year ahead, we wish you happiness.

**ART CLEANERS**

301 SPRINGFIELD ST. AGAWAM

*our fervent prayer*

**New Year Peace**

**Schubach's Bakery**

1782 MAIN STREET AGAWAM

**STOCK UP FOR THE HOLIDAYS!**

**WINES • LIQUORS**

*Season's Greetings*

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